

determining, by at least one server, a baseline fantasy value for a real-life player in a player pool, the player pool comprised of real-life players available for selection by a fantasy contest participant, the baseline fantasy value indicative of a projected fantasy score of the real-life player;

determining, by the at least one server, a player adjustment value (PAV) for the real-life player, the PAV being a value such that application of the PAV to the baseline fantasy value of the real-life player would result in an adjusted fantasy value of the real-life player, the PAV determined to make adjusted fantasy values for at least some of the real-life players in the player pool more equal; and

determining, by the at least one server, an adjusted fantasy score of the real-life player based on statistics of the real-life player accumulated during at least one real-life game, a baseline scoring system, and the PAV.

38. The data processing system of claim **37**, wherein determining the adjusted fantasy score of the real-life player based on statistics of the real-life player accumulated during at least one real-life game, the baseline scoring system, and the PAV, comprises converting statistics of the real-life player accumulated during at least one real-life game into a baseline fantasy score according to the baseline scoring system and applying the determined PAV of the real-life player to the baseline fantasy score of the real-life player.

39. The data processing system of claim **37**, wherein the operations further comprise determining baseline fantasy values for a plurality of other real-life players in the player pool, the baseline fantasy values indicative of projected fantasy scores of the other real-life players.

40. The data processing system of claim **39**, wherein baseline fantasy values for at least some of the other real-life players are equal to their adjusted fantasy values.

41. The data processing system of claim **39**, wherein the operations further comprise determining a player adjustment value (PAV) for at least some of the other real-life players, the PAV for each of the at least some of the other real-life players being a value such that application of the PAV to a baseline fantasy value of a one of the other real-life players would result in an adjusted fantasy value of the one of the other real-life players, each PAV determined to make adjusted fantasy values for at least some of the real-life players in the player pool more equal.

42. The data processing system of claim **37**, wherein the statistics of the real-life player accumulated during the at least one real-life game are statistics in a predetermined statistical category.

43. The data processing system of claim **37**, wherein the operations further comprise determining a further PAV for the real-life player, and wherein determining the adjusted fantasy score of the real-life player is further based on the further PAV, with the PAV applied to statistics of a first category accumulated during the at least one real-life game and the further PAV applied to statistics of a second category accumulated during the at least one real-life game.

44. The data processing system of claim **37**, wherein the baseline fantasy value is determined by a game administrator.

45. The data processing system of claim **37**, wherein the PAV for the real-life player is determined by a game administrator.

46. The data processing system of claim **37**, wherein the PAV for the real-life player is set prior to the start of the contest.

47. The data processing system of claim **37**, wherein the PAV for the real-life player may be adjusted during the fantasy contest.

48. The data processing system of claim **37**, wherein baseline fantasy value is determined prior to a start of the fantasy contest.

49. The data processing system of claim **37**, wherein the PAV for the real-life player remains constant during the fantasy contest.

50. The data processing system of claim **37**, wherein one or more baseline scoring systems are used in determining the baseline fantasy values.

51. The data processing system of claim **37**, wherein the PAV is a multiplier.

52. The data processing system of claim **37**, wherein the adjusted fantasy score is used in determining results of the fantasy contest.

53. A method of conducting a fantasy contest for one or more participants to join, comprising:

for each of the one or more participants, receiving, by at least one server over a network from a plurality of clients, a selection of one or more real-life players to comprise a fantasy team of the participant;

for at least one of the one or more real-life players:

determining, by the at least one server, a baseline fantasy value of the real-life player, the baseline fantasy value indicative of a projected fantasy score of the real-life player,

determining, by the at least one server, a player adjustment value (PAV) for the real-life player based on the baseline fantasy value of the real-life player, the PAV determined to make adjusted fantasy values for at least some of the real-life players more equal,

converting, by the at least one server, statistics of the real-life player accumulated during real-life games into a baseline fantasy score according to a baseline scoring system, and

adjusting, by the at least one server, the baseline fantasy score of the real-life player according to the determined PAV to produce an adjusted fantasy score of the real-life player.

54. The method of claim **53**, further comprising summing, by the at least one server, the adjusted fantasy score of the one or more real-life players for each fantasy team to determine a total adjusted fantasy score of each fantasy team.

55. The method of claim **54**, wherein baseline fantasy values for at least some of the real-life players are equal to their adjusted fantasy values.

56. The method of claim **53**, further comprising:

declaring a one of the fantasy teams having a highest total adjusted fantasy score a winner of the fantasy contest.

57. The method of claim **53**, wherein the adjusted fantasy score is used in determining results of the fantasy contest.

58. The method of claim **53**, further comprising summing, by the at least one server, the adjusted fantasy score of at least one of the one or more real-life players and the adjusted fantasy score of at least one of the other one or more real-life